



# Downtown Topsfield Streetscape Vision Plan

02/17/22

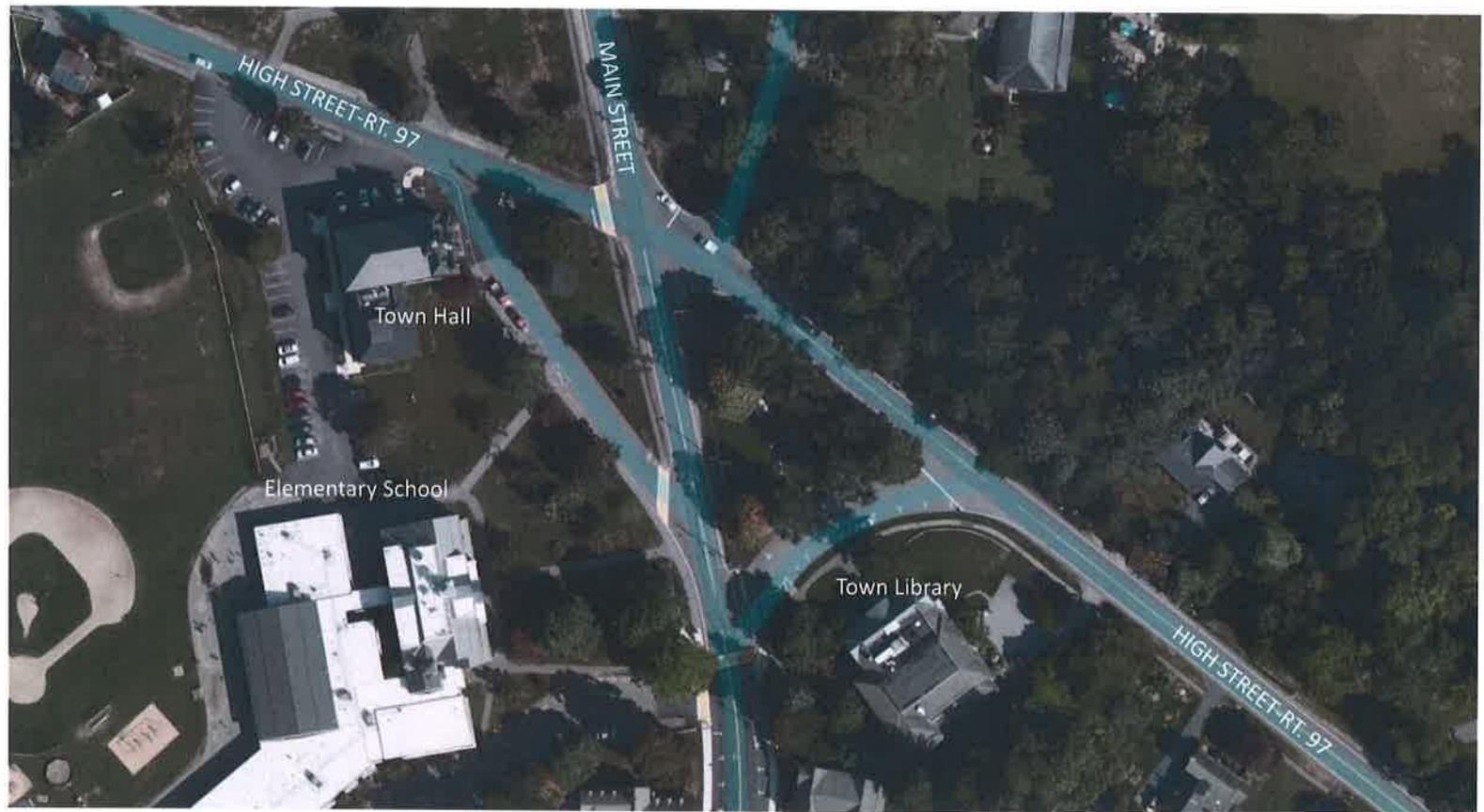


# **Downtown Topsfield Streetscape Vision Plan**

## **Study Area Locations**

# Downtown Topsfield Streetscape Vision Plan

Study Area –  
Location #1:  
North Gateway





MAIN STREET LOOKING SOUTH



CURRENT CONDITION



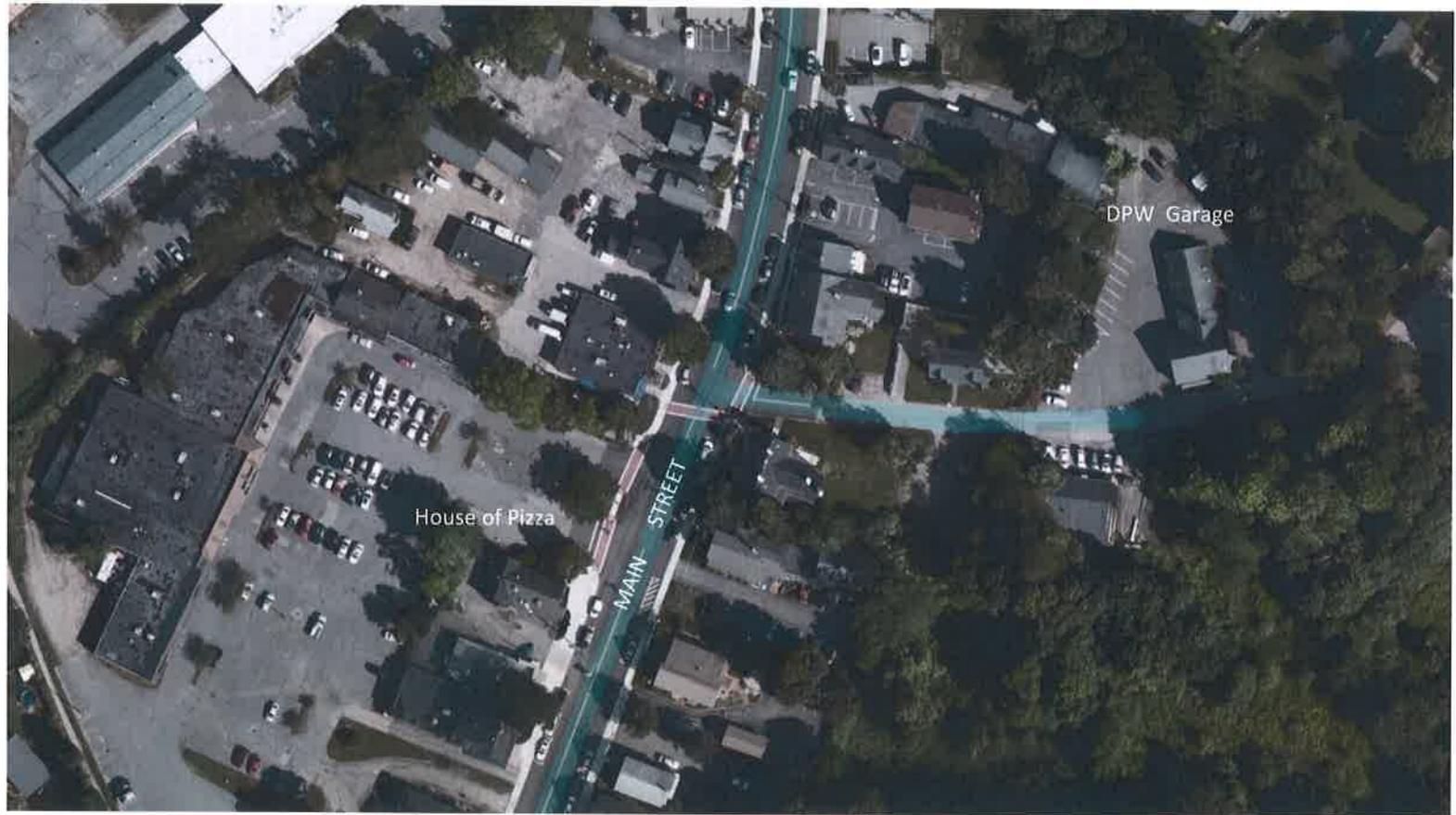
MAIN STREET LOOKING SOUTH



PROPOSED CONDITION

# Downtown Topsfield Streetscape Vision Plan

Study Area –  
Location #2:  
Central Downtown



CURRENT CONDITION



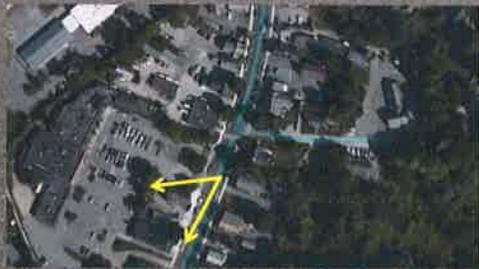
MAIN STREET LOOKING SOUTH



CURRENT CONDITION



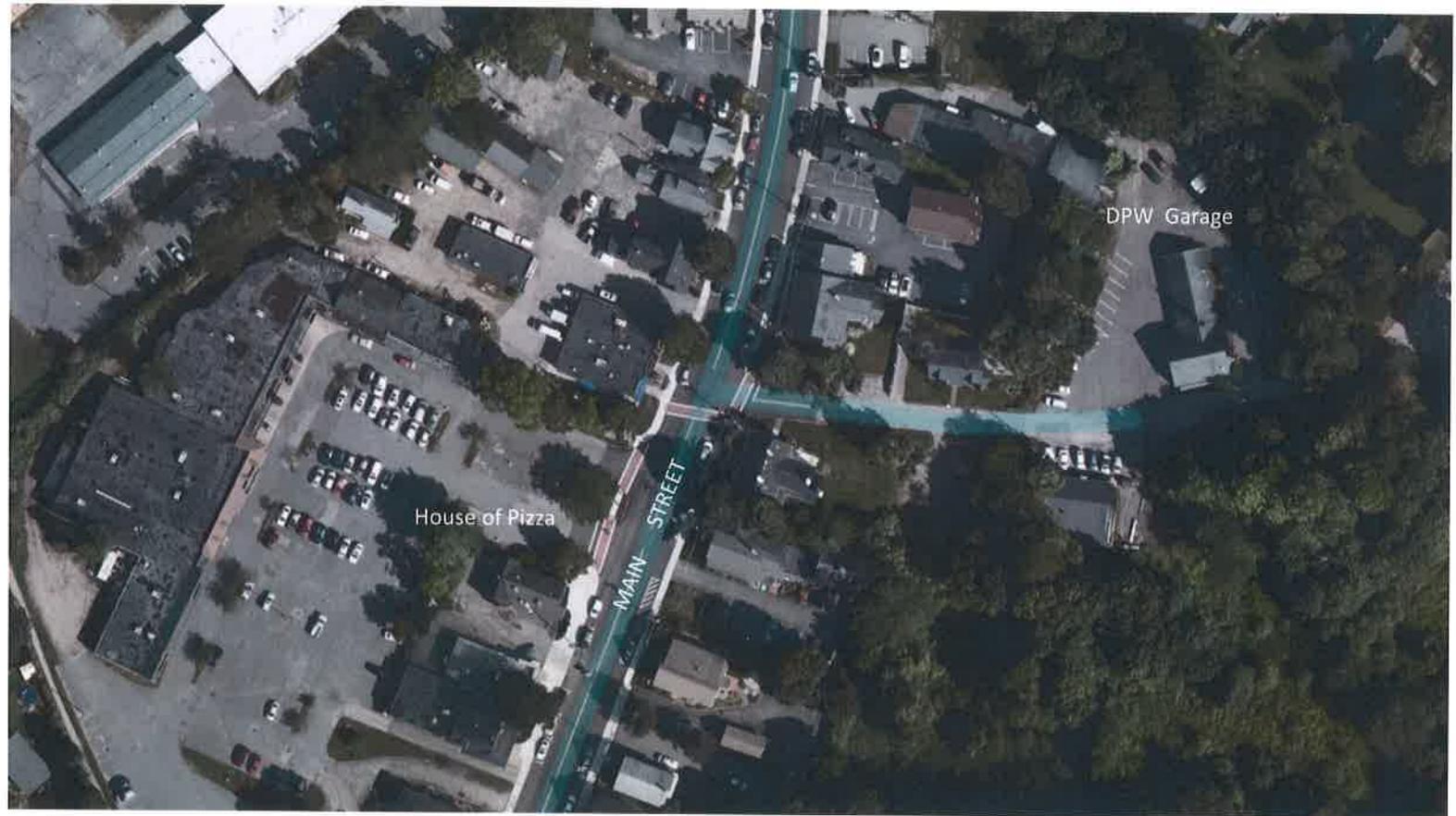
MAIN STREET LOOKING SOUTH



PROPOSED CONDITION

# Downtown Topsfield Streetscape Vision Plan

Study Area –  
Location #3:  
Former DPW Garage





CURRENT CONDITION

DWP GARAGE LOOKING WEST





PROPOSED CONDITION

DWP GARAGE LOOKING WEST

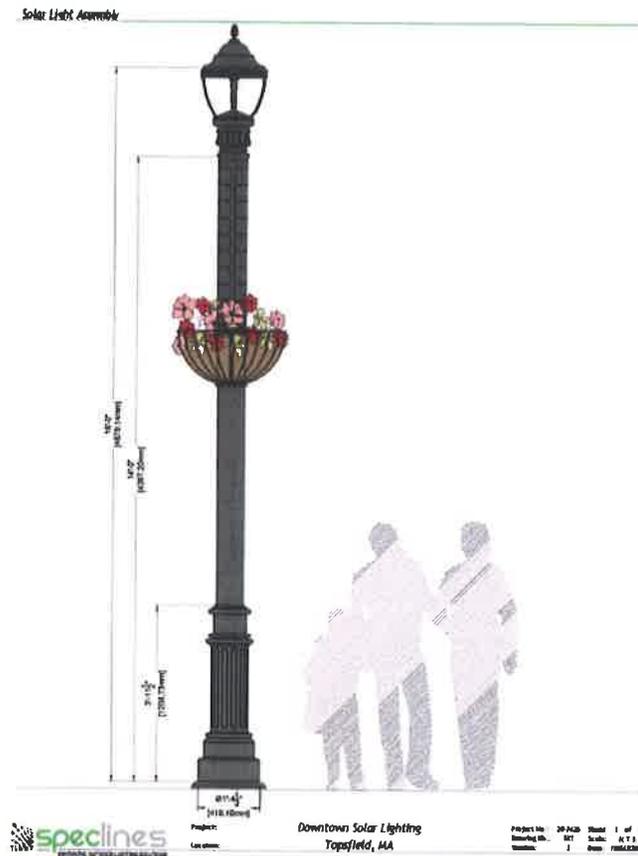


# **Downtown Topsfield Streetscape Vision Plan**

## **Streetscape “Kit of Parts”**

# Downtown Topsfield Streetscape Vision Plan

## Lighting



# Downtown Topsfield Streetscape Vision Plan

**Planters**



**Benches**



# Downtown Topsfield Streetscape Vision Plan

## Bike Rack, Bollards and Granite Posts



## Trash and Recycling



# Downtown Topsfield Streetscape Vision Plan

## Fencing



# Downtown Topsfield Streetscape Vision Plan

**Brick**



**Raised Planter Beds**



# Downtown Topsfield Streetscape Vision Plan

## Grasses and Perennials



# Downtown Topsfield Streetscape Vision Plan

## Why wayfinding?

**Economic development**

**Placemaking**

**Coordinated identity system**

**Improved visitor experience**

**Enhanced streetscape**

## The Process

**Survey and assessment**

**List destinations and diagram circulation**

**Determine information needs and sign locations**

**Create sign hierarchy**

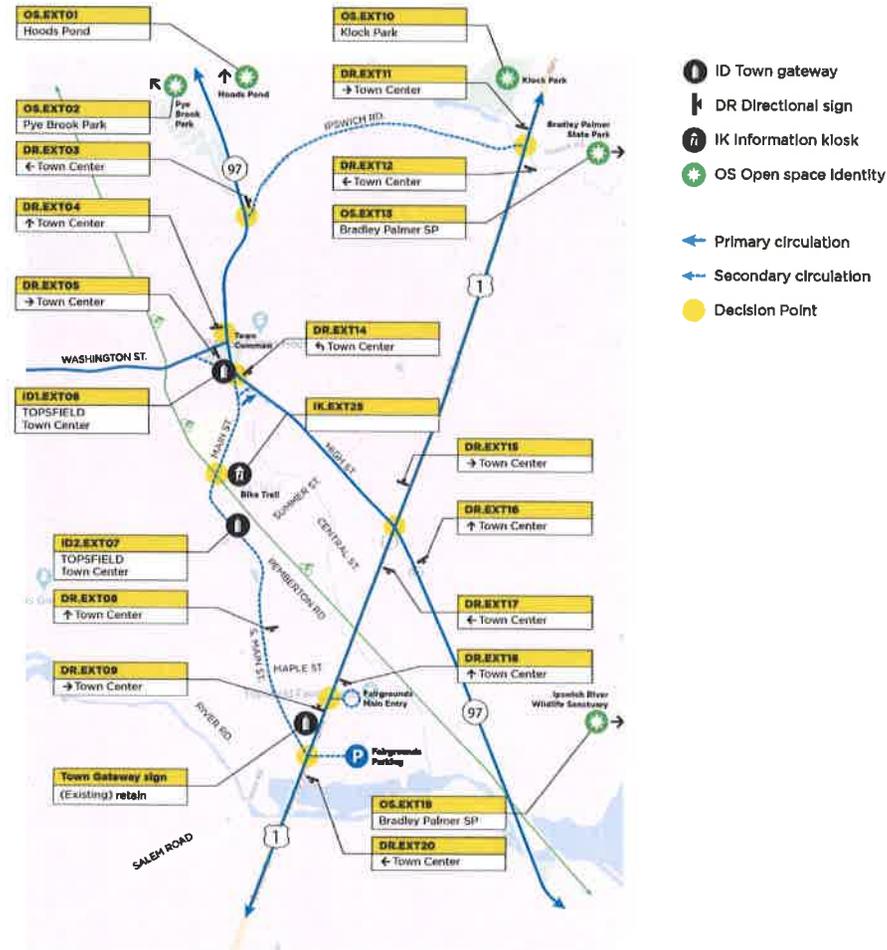
**Assemble design vocabulary, develop concepts**

**Prepare mockups, test and refine design**

**Final design and implementation**

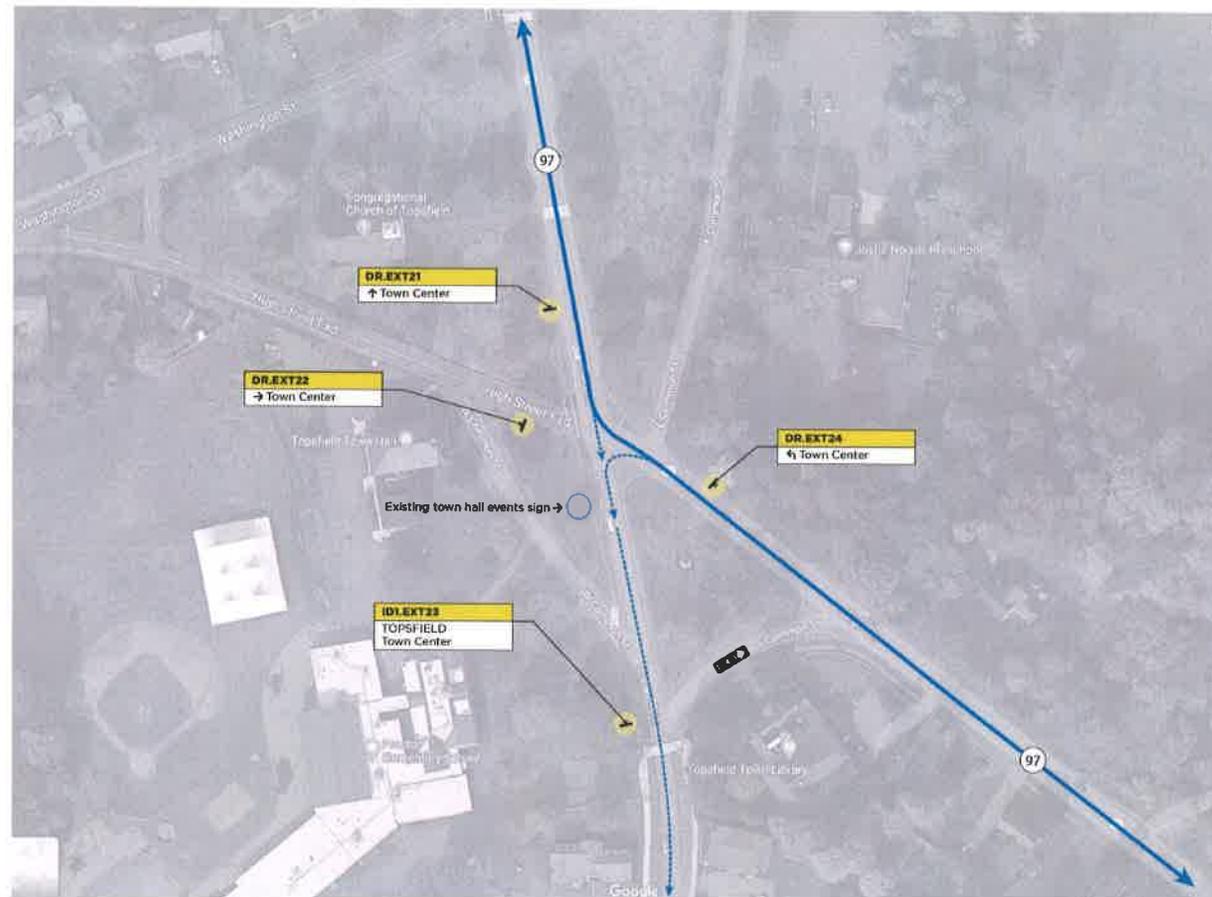
# Downtown Topsfield Streetscape Vision Plan

Overall sign location plan



# Downtown Topsfield Streetscape Vision Plan

Enlarged plan of Town Common



# Downtown Topsfield Streetscape Vision Plan

Survey and assessment



# Downtown Topsfield Streetscape Vision Plan

## Design vocabulary

### Graphic elements



### Color scheme



### Typography palette

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Candide™ Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Gothic™ Bold No. 2

0123456789

Mrs Eaves™ Roman



# Downtown Topsfield Streetscape Vision Plan

Design: placement studies



# Downtown Topsfield Streetscape Vision Plan

Design: placement studies



# Topsfield Streetscape Vision Plan

identity sign



# Downtown Topsfield Streetscape Vision Plan

Testing: mockup of town identity sign



# Downtown Topsfield Streetscape Vision Plan

Testing: mockup of directional sign





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## Questions/Comments?

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